

The Seaholm Residences  
Notes from Marketing Meeting #1  
September 20, 2013

In attendance:

John Rosato  
Suzanne Rosato  
Kent Collins  
Kevin Burns  
Mary Alice Kaspar  
Robbie Polk  
Lauren Bauml

Meeting Notes:

Agreed Upon Name:

- Seaholm Residences

Agreed Upon Logo:

- Unite the Seaholm Residences logo with the existing Seaholm Power logo, but still create a unique brand identity for the tower
- The font and logo will be nearly identical, however we will drop the parenthesis around Seaholm Residences

Agreed Upon Messaging:

- We agreed to modify the messaging to include the following themes:
  - Seaholm Neighborhood
  - Strengthen the location messaging
  - Modify any reference to the Central Library
  - Include mention of the Pfluger Bridge
  - Reference views “as protected as they come”....
- PR messaging to include:
  - “As protected...” views
  - Reinforcement of Seaholm Neighborhood
  - 71 potential-buyers inquired in 18 hours post-ABJ story
  - Seaholm Residences info to include:
    - 280 units
    - Ranging in size from 550 SF - 2300 SF
    - Ranging in price from below \$300k - \$1.4m
    - 30 stories/21 with residences
      - 10<sup>th</sup> floor: ½ amenities and ½ residences
      - Floors 2 – 9: parking
      - Floor 1: retail

Agreed Upon Color Palette:

- Proceed with Color Palette option #1, capturing the fresh, energetic, vibrant and modern feel of Seaholm

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- Will integrate a version of terracotta, which will appear less burnt orange – Robbie and Suzanne have jointly confirmed the color (CMYK 0/65/74/0 RGB 244/122/78)  
Possibly use as snipe in future marketing materials
- Avoid the use of neon yellow and utilize more subtle colors such as green for text overlays
- Suzanne will also integrate this color palette into [www.seaholm.info](http://www.seaholm.info)

Agreed Upon Signage:

- It was initially agreed that we would include all team logos on our signage to avoid having multiple signs on E. Cesar Chavez and W 3<sup>rd</sup>
- However, it was recommended on 9.21.13 for Urbanspace to proceed with producing our proposed signage, and only display Seaholm Power and Urbanspace's logo
- Suzanne will create a 4'x4' banner to capture all partner logos
- Urbanspace-produced signage will include black/open space on either side of the banner to encourage any "taggers" to utilize this area rather than the body of the banner
- Size to be 80'x6' – Robbie to measure/construct panels to ensure this works on existing fencing
- Urbanspace will strive to have W 5<sup>th</sup> and West Ave. window signage up prior to the HAAM Benefit Day reception on Tuesday, 24 September
- Logos have been removed and message was modified to:  
Unrivaled:
  - Lakefront Location
  - Historical Significance
  - Lake & Skyline Views
  - Trader Joe's, Restaurant & Retail
  - Sky deck & 1.5 Acres of Open Space

Agreed Upon Issues for Website:

- Kevin to hand over domain of seaholmresidences.com (now completed)
- Question of future management of site for resales
- Ensure there is a click-back to Seaholm website for commercial and general inquiries
- Website to be delivered to stakeholders CoB Monday, 23 September to identify glitches, review content and approve for release
- Website to go live Tuesday CoB or at latest, Wednesday morning, 25 September
- As of Wednesday morning, all residential leads from Seaholm.info will be redirected seaholmresidences.com

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- Urbanspace to manage Seaholm Residences Facebook, Twitter, Google + and YouTube social media accounts

Agreed Upon Issues for Email Push:

- Modify text to include thanks for those initial inquiries
- Bold text to reinforce and “pop” relevant messaging

Agreed Upon Issues for Brochure:

- Ensure brochure lives as e-document (which it will)
- Reinforce history of Seaholm
- Question of length – to be readdressed later this week

Misc items:

- Postcard messaging was tweaked according to discussion, and will be in route to intended recipients by Tuesday CoB
- Press Release will be issued Wednesday morning, and Statesman (Shonda) will be given the PR and story pitch once PR completed (target Monday)
- Marketing timeline was approved as proposed
- Full marketing budget extending from Q4 2013 – FY3 was provided to stakeholders on Friday, 20 September
- Question of how to deal with 500+ folks who inquired via Seaholm.info  
Confirmed the numerical designation relates to order of inquiry  
Development team would like to give priority to these individuals  
Agreed to email all 500+ leads and those that respond become lead priority list

Break priority leads into two categories:

1. Those development team believe are really important to have pre-public opportunity to secure reservation
  - This list to be confirmed via John and Kent
2. Smaller list of VIP folks who not only receive pre-public preference but also a discount (to include CIM, investors, Equity Partners, Seaholm Power team, etc...)
  - This list to be confirmed via John and Kent

Reservations process:

- Half units to be released 1<sup>st</sup> week
- Half units to be released 2<sup>nd</sup> week

Week before reservations, need to select Title company

- Agreed in meeting to keep to two title companies
  - Gracy Title
  - Heritage Title